

**Amendments to the Claims:**

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) An information providing system comprising:

a server computer capable of transmitting an ~~advertisement~~ advertising data through a communication network; wherein an advertising ~~rate~~ charge for transmitting the ~~advertisement~~ advertising data is charged to a provider who provides the ~~advertisement~~ advertising data to the server computer, and the advertising ~~rate~~ charge varies according to a ~~transmitting time of~~ time of day when the advertisement advertising data is transmitted,  
the advertising data is displayed on a web page,  
a placing charge for placing contents on the web page is charged to a provider  
who provides contents of the web page to the server computer, and  
the advertising charge is raised as the number of accesses increases, and the  
placing charge is lowered as the number of accesses increases.

2. (Currently Amended) The system according to Claim 1, wherein

the advertising ~~rate~~ charge also varies according to a number of accesses to the advertising data through the communication network.

3. (Cancelled)

4. (Currently Amended) The system according to Claim 1, wherein

~~the advertising data is displayed on a web page, and~~  
the advertising ~~rate~~ charge also varies according to an amount of advertisement space occupied by the advertising data on the web page.

5. (Currently Amended) The system according to Claim 4, wherein

the server computer changes the amount of advertisement space according to a number of accesses to the advertising data through the communication network.

6. (Currently Amended) The system according to Claim 1, wherein  
the advertising ~~rate charge also~~ varies according to a geographical location for which the advertising data is provided.

7. (Currently Amended) An information providing system comprising:  
a server computer connected to a communication network and transmitting advertising data to a first computer at the request of the first computer and sending the first computer accounting data that indicates a cost associated with the advertising data, the cost varying according to transmitting time of a time period when the advertising data is transmitted to the first computer.

8. (Currently Amended) The system according to Claim 7, wherein  
the server computer changes the accounting data according to a number of requests for transmitting the advertising data.

9. (Currently Amended) An information providing method comprising:  
receiving advertising data from an advertisement provider,  
providing the advertising data to users through a communication network, and  
setting an advertising ~~rate charge that is~~ charged to the advertisement provider according to a providing time of time of day when the advertising data is transmitted through the communication network;

displaying the received advertising data on a web page,  
increasing the advertising charge that is charged to the advertisement provider as a number of accesses of the advertising data through the communication network increases,  
and

lowering a placing charge charged to a provider who provides contents of the web page as the number of accesses increases.

10. (Currently Amended) The method according to Claim 9, wherein the advertising-rate charge also is set according to ~~the providing time and a~~ number of accesses of the advertising data through the communication network.
11. (Currently Amended) The method according to Claim 9, wherein the advertising-rate charge also is set according to ~~an a geographical area for~~ which the advertising data is provided.
12. (Cancelled)
13. (Currently Amended) An information providing method comprising:  
providing an advertising-rate charge table from a server computer to a source of advertising data, the advertising charge table having advertising charges that are set according to a providing time of day when the advertising data is transmitted to users,  
receiving the advertising data ~~at from the source and charging the source an advertising-rate charge set based on the advertisement advertising charge rate table, and~~  
providing the received advertising data to the users through a communication network.
14. (Currently Amended) An information providing method comprising:  
receiving a request for transmitting advertising data through a communication network and transmitting the advertising data to a computer requesting for the transmission through the communication network, and  
sending accounting data ~~set to the computer that requested the advertising data, the accounting data indicating a cost associated with the advertising data, the cost~~

varying according to a providing time to the computer requesting the transmission time period when the advertising data is transmitted.

15. (Original) The method according to Claim 14, wherein  
the accounting data is set according to a number of requests for the  
transmission.

16. (Currently Amended) A server computer providing an information to a first  
computer through a communication network, comprising:

a memory memory that stores an advertisement advertising data; and  
a controller that transmits the advertisement advertising data to the first  
computer through the communication network, and sets an advertisement rate charge for  
transmitting the advertisement advertising data which is charged to a provider who provides  
the advertisement advertising data,

wherein the controller sets the advertisement rate charge according to a  
transmitting time of the advertisement data time of day when the advertising data is  
transmitted.

the advertising data is displayed on a web page, and  
the controller sets a placing charge for placing contents on the web page which  
is charged to a provider who provides the contents of the web page, and the controller raises  
the advertisement charge as the number of accesses increases, and lowers the placing charge  
as the number of accesses increases.

17. (Currently Amended) The The server computer according to Claim 16,  
wherein

the controller also sets the advertisement rate charge according to a number of  
accesses to the advertising data through the communication network.

18. (Cancelled)
19. (Currently Amended) The ~~server~~ server computer according to Claim 16,  
wherein

the controller also sets the advertisement ~~rates~~ charge according to a  
geographical location for which the ~~advertisement~~ advertising data is provided.
20. (Currently Amended) The server computer according to Claim 16, wherein

the controller sets an amount of advertisement space displaying the advertising  
data according to a number of accesses to the advertising data from the first computer.